

# Laura E. Bumpus

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May 29, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> St, SW  
Washington DC 20554

Re: KZZO Radio Station

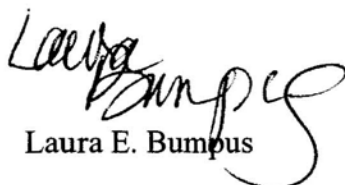
Dear Chairman Martin,

I would like to take this opportunity to express my sincere admiration for and gratitude to the radio station KZZO, 100.5, located at 280 Commerce Circle in Sacramento, California. My step-son, Matthew Bumpus, has Acute Myelogenous Leukemia (contracted from radiation exposure when he served in the Army in Iraq) and on May 19<sup>th</sup> of this year we held a Bone Marrow/Blood Drive and Dessert Social in Roseville, California. Matt's life depends upon the generosity of those willing to give blood donations and the hope of a bone marrow match.

In an effort to gain publicity for this event I contacted every radio station, magazine, newspaper and television station in the greater Sacramento area. Many of them were kind enough to do several broadcasts to promote the event. KZZO (a.k.a. The Zone) and their employees went far above and beyond the call of duty. They not only broadcast information about the event for several days and nearly continuously on the day of the event but they came to our event! Their DJ, Monica Lowe, and her assistant, Kim Scobee, came out with The Zone tent and were at our event for the entire time. It was an extremely hot day, and Monica and Kim sat in the sun the entire time promoting their hearts out. Blood Source asked attendees how they heard of the event and ONE THIRD of the attendees stated that they heard the event promoted on The Zone. Because of their efforts our event was a tremendous success with 95 pints of blood donated and over 250 people registering for the National Bone Marrow Registry.

Many people were involved in making this event successful and our family is deeply appreciative. KZZO, their employees and listeners were absolutely instrumental in this. I cannot even begin to express our appreciation as KZZO's support may have made a life and death difference for Matt.

Sincerely,

  
Laura E. Bumpus